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Executive Summary

One of the hallmarks of supermarket operations in the 1980s is the renaissance in the seafood department. Americans have discovered that healthy and exciting meals can be developed around fish. Several new varieties of fish have found their way to the tables of North America, and what were formerly regional dishes are now eaten around the country.

During the past several years, consumers have been putting more and more seafood on their plates. In the decade from 1970 to 1980, per capita beef consumption dropped 8.9 percent compared with a 2.6 percent decline in all red meat. In contrast, poultry consumption rose 25.2 percent and seafood 8.5 percent. Per capita consumption of seafood rose even faster in the first five years of the 1980s — 12.5 percent from 1980 to 1985. It is estimated that the average consumer ate 14.7 pounds of fish in 1986, a 42 percent increase from the 1960 figure of 10.3 pounds. These trends are expected to continue through the next few years.

Supermarket operators, ever alert for new markets to conquer, have picked up on these trends and have initiated some exciting things in their seafood departments. A customer in a store of the 1980s is likely to find a full service seafood department manned by trained personnel supported by materials explaining how to prepare, present and handle the products. The customer can purchase roughy from New Zealand, live Maine lobster, Norwegian salmon, and Dover sole, just to name of few of the different items now available in U.S. supermarkets.

In 1986, the gross margin in a typical store for all seafood was 25 percent. A typical store devoted 12 linear feet of cases to fresh seafood and six feet to frozen seafood. Also, full service seafood used 16 feet while self service used seven feet. The typical seafood inventory underwent an average shrink of 10 percent.

Fresh seafood was sold in 98 percent of responding stores and frozen in 85 percent of responding stores. The most popular promotional activity for seafood was recipe cards. Brochures on seafood, in-store tasting, and holiday specials were also popular. Stores also sold related items in their seafood departments, the most popular being seasonings and breadings, indicated by 92.6 percent and 89.6 percent of participants respectively. When asked about their three most effective merchandising techniques, stores responded with qualified/trained personnel, displays/mass displays and in-store promotions.

The vast majority of stores queried in this survey (83 percent) offered special training for their seafood employees: typically 20 hours for new employees and eight hours for experienced personnel. Videos were most frequently used for training, followed by seminars and self-training with manuals or other prepared written material.

The products are presented to the customer in various types of seafood cases. Important in the presentation of seafood is the dating of the product. The most popular type of open dating practice used was "sell-by-date," checked by 88 percent of respondents. Pack dates were used by 51 percent.

The top three sales "movers" (i.e., items which increased in sales the fastest) in 1986 were shrimp, salmon, and catfish. When asked about what they thought would be the major trends in seafood over the next few years, over 40 percent said that greater variety and promotion of lesser known species were top issues. A move toward full service seafood departments and ready-to-eat foods also received considerable mention.

The statement " seafood departments are on the move" is very telling. The contents of this report describe the state of seafood departments in responding stores during the year 1986. The supermarket seafood departments in America are in the midst of a renaissance. This report will give the industry an idea of where it is now and where it needs to go.

SECTION I
PERFORMANCE

Supermarkets, on the whole, are growing larger each year, especially those designed with up-scale formats. In 1986, the typical existing supermarket was 30,929 square feet while the typical new store was quite a bit larger at 42,830 square feet. Since fresh seafood is considered by many as an "up-scale" item, one would expect that stores carrying it would tend to be newer and therefore larger, a fact borne out by this study. The typical store carrying fresh seafood was 37,000 square feet in total area as opposed to the typical store without fresh seafood, which was 25,000 square feet. This compares with the 31,000 square feet reported for supermarkets with seafood in 1984 according to the *Food Marketing Industry Speaks, 1985* report.

As shown in Table 1, the gross margin for all seafood was 25.0 percent in a typical store. The middle range, the spread between the 25th and 75th percentiles, had a high of 35.0 percent, while the 25th percentile was 24.0 percent. Fresh seafood typically generated a gross margin of 25.3 percent and frozen seafood 29.0 percent. The middle range here is particularly striking — the low of 16.0 percent is less than half of the 35.0 percent high. When broken down by full service and self service, self service seafood generated a 25.0 percent gross margin, while frozen seafood brought in 28.0 percent. These figures are slightly lower than the 26.5 percent and 30.0 percent reported for full and self service respectively in 1984.

TABLE 1
GROSS MARGIN

	TOTAL	PERCENTILES 75th	25th
TOTAL SEAFOOD	25.0%	35.0	24.0
FRESH SEAFOOD	25.3	35.0	16.0
FROZEN SEAFOOD	29.0	35.0	28.5
SELF SERVICE	25.0	35.0	22.0
FULL SERVICE	28.0	35.0	23.0

In 1986, about one-third (34.0 percent) of total retail seafood sales were accounted for by fresh seafood while 60.0 percent were frozen.

Respondents were asked which departments received credit for seafood sales. As shown in Table 2, 64.3 percent of stores surveyed reported that some seafood sales were credited to a seafood department. Almost all the stores (96.1 percent) indicated that some seafood sales were credited to the meat department. The most interesting part of this data lies in the breakouts by linear feet. Around 85 percent of those stores in the 75th percentile of fresh and frozen linear feet said that some seafood sales were credited to a seafood department. Only about half of the stores in the 25th percentile credited seafood sales to a seafood department. This shows that stores with larger seafood sections tend to have a defined seafood department. This continues when examining linear feet of self service seafood. Almost twice as many stores in the 75th percentile (62.1 percent) credited sales to a seafood department than did stores in the 25th percentile

(32.3 percent). However, a much smaller difference was found when looking at the top and bottom percentiles in linear feet of full service seafood (60.5 percent in the 75th percentile vs. 62.7 percent in the 25th percentile).

TABLE 2
DEPARTMENTS RECEIVING CREDIT FOR SELLING SEAFOOD

	TOTAL NUMBER PERCENT	FRESH LINEAR FEET PERCENTILES 75th	FRESH LINEAR FEET PERCENTILES 25th	FROZEN LINEAR FEET PERCENTILES 75th	FROZEN LINEAR FEET PERCENTILES 25th	SELF SERVICE LINEAR FEET PERCENTILES 75th	SELF SERVICE LINEAR FEET PERCENTILES 25th	FULL SERVICE LINEAR FEET PERCENTILES 75th	FULL SERVICE LINEAR FEET PERCENTILES 25th
SEAFOOD DEPARTMENT	6,226	3,671	517	2,855	701	656	1,300	3,854	969
	64.3%	84.2%	48.8%	86.8%	53.3%	62.1%	32.3%	60.5%	62.7%
MEAT DEPARTMENT	9,308	4,177	1,054	3,265	1,249	979	3,962	6,147	1,454
	96.1%	95.8%	99.2%	99.2%	94.9%	92.6%	98.6%	96.5%	94.0%
OTHER DEPARTMENT	1,842	1,510	198	1,624	105	282	150	1,494	278
	19.0%	34.6%	18.7%	49.3%	8.0%	26.7%	3.7%	23.5%	18.0%

As shown in Table 3, a fresh seafood department was typically 29.0 percent self service and 50.0 percent full service. These numbers include those responding stores which were all self service or all full service. Over one quarter of the stores surveyed (27.9 percent) were completely full service. Of those having self service, the largest number (20.0 percent) said that their departments were 71 to 80 percent self service. In the full service category, the largest percentage of stores (25.8 percent) had 91-100 percent full service. At the same time, 13.4 percent said they had no full service. For those stores in the top 75 percent in terms of average gross margin, the largest number said their seafood department was 71-80 percent self service and 21-30 percent full service.

TABLE 3
TYPICAL PERCENTAGE OF SEAFOOD SECTION

	SELF SERVICE PERCENTAGE	SELF SERVICE NUMBER OF STORES	FULL SERVICE PERCENTAGE	FULL SERVICE NUMBER OF STORES
MEDIAN OVERALL	**29.0%**	**9,683**	**50.0%**	**9,683**
Zero%	27.9	2,705	13.4	1,294
1-10%	6.9	669	6.6	639
11-20%	2.0	190	1.5	144
21-30%	13.7	1,324	19.4	1,881
31-40%	0.4	40	1.9	184
41-50%	14.7	1,426	14.7	1,426
51-60%	0.4	38	0.4	34
61-70%	1.6	151	0.1	8
71-80%	20.0	1,937	14.6	1,411
81-90%	6.4	622	1.6	159
91-100%	6.0	578	25.8	2,497

A typical company devoted 12.0 linear feet of food cases to fresh seafood and 6.0 feet to frozen seafood (Table 4). The middle range for this question was quite broad: 4.0 feet to 16.0 feet for fresh seafood and 4.0 feet to 24.0 feet for frozen seafood. When looking at self service seafood vs. full service seafood, the typical respondent devoted 16.0 linear feet to full service seafood and 7.0 feet to self service.

TABLE 4

TYPICAL LINEAR FEET OF SEAFOOD CASE

	TOTAL	FRESH SEAFOOD LINEAR FEET PERCENTILES 75th	25th	FROZEN SEAFOOD LINEAR FEET PERCENTILES 75th	25th	SELF SERVICE LINEAR FEET PERCENTILES 75th	25th	FULL SERVICE LINEAR FEET PERCENTILES 75th	25th
FRESH SEAFOOD	12.0	16.0	4.0	16.0	12.0	14.0	4.0	16.0	10.0
FROZEN SEAFOOD	6.0	24.0	6.0	24.0	4.0	12.0	4.0	8.0	6.0
SELF SERVICE	7.0	10.0	5.0	10.0	5.0	18.0	6.0	7.0	5.0
FULL SERVICE	16.0	16.0	8.0	16.0	12.0	12.0	16.0	16.0	10.0

An important consideration in any perishable department is shrink; the loss of inventory due to spoilage, deterioration, water loss, uncontrollable acts, etc. As Table 5 indicates, 10.0 percent of fresh seafood was typically lost to shrink, compared to only 1.0 percent for frozen seafood. Concerning fresh seafood, those stores in the 75th percentile in terms of linear feet of fresh seafood, frozen seafood, and full service seafood all reported higher shrink rates (15 percent). At the same time, the stores in the 75th percentile for self service reported a lower shrink rate. This might indicate that those stores doing more to serve their customers fresh seafood are also experiencing greater shrink rates. When asked to break out their shrink by specific reasons, responding stores said that 5.0 percent of all seafood was lost to water loss/deterioration and 1.4 percent to "uncontrollable acts."

For comparison, it is useful to look at another perishable department. In the FMI *Retail Produce Operations 1986* study, a typical produce department reported a 5.0 percent shrink rate.

TABLE 5

OVERALL SH[illegible]

	TOTAL	FRESH SEAFOOD LINEAR FEET PERCENTILES 75th	25th	FROZEN SEAFOOD LINEAR FEET PERCENTILES 75th	25th	SELF SERVICE LINEAR FEET PERCENTILES 75th	25th	FULL SERVICE LINEAR FEET PERCENTILES 75th	25th
FRESH SEAFOOD	10.0	15.0	6.0	15.0	6.0	5.0	10.0	15.0	5.0
FROZEN SEAFOOD	1.0	1.0	1.5	1.0	2.0	1.0	2.0	5.0	0.6

SECTION II
MERCHANDISING

As shown in Table 6, the most prevalant type of seafood was fresh, sold in 98.1 percent of the stores. Frozen seafood items were found in 85.5 percent of stores surveyed, smoked seafood items in 73.4 percent and live seafood items were sold in 69.6 percent of stores. Canned seafood and other seafoods were sold in only 18.0 and 18.5 percent of stores surveyed respectively. Because the survey was directed toward *seafood* departments only, these numbers exclude items like canned tuna sold in other departments. Those companies in the top 25 percent of linear feet of fresh fish carried live fish items in 97.0 percent of their stores, compared with the aggregate median of 69.6 percent.

TABLE 6
TYPES OF SEAFOOD ITEMS

CATEGORY	PERCENTAGE	NUMBER OF STORES
FRESH SEAFOOD	98.1%	9,495
FROZEN SEAFOOD	85.5	8,282
SMOKED SEAFOOD	73.4	7,108
LIVE SEAFOOD	69.6	6,739
CANNED ITEMS	18.0	1,740

This year's study indicates a considerable increase in the use of certain seafood promotional activities than in 1984. The most popular one among stores surveyed was recipe cards with 85.5 percent (Table 7) compared with 83.7 percent during 1984. Brochures on seafood (82.2 percent), holiday specials (80.7 percent) and in-store tasting (79.0 percent) were also popular. In 1984, only 63.7 percent said they printed brochures, 60.7 percent focused on holiday specials and 51.1 percent set up in-store tasting. Other activities included a "catch of the week" (71.1 percent vs. 48.1 percent in 1984), cooking demonstrations (55.5 percent vs. 28.9 percent in 1984), and "fish week" (43.0 percent vs. 22.2 percent in 1984).

TABLE 7
PROMOTIONAL ACTIVITIES

CATEGORY	PERCENTAGE	NUMBER OF STORES
RECIPE CARDS	85.5%	8,278
BROCHURES ON SEAFOOD	82.2	7,956
HOLIDAY SPECIALS	80.7	7,812
IN-STORE TASTING	79.0	7,652
"CATCH OF THE WEEK"	71.1	6,883
POSTERS	67.4	6,530
COOKING DEMONSTRATIONS	55.5	5,374
"FISH WEEK"	43.0	4,168

Related to this is the type of advertising (Table 8). Again, there is more use of certain varieties of advertising than in 1984. The top two methods were in-store advertising (94.0 percent) and newspapers (90.8 percent). Mailers, flyers and coupons were also important at 80.3 percent and 55.3 percent respectively. Radio commercials were aired by 54.3 percent and television media by 50.9 percent of stores. Just over one quarter (26.4 percent) had point-of-purchase videos. Newspapers were also the top advertising media in 1984 at 92.5 percent followed by in-store advertising at 90.8 percent. Only 68.8 percent used mailers and flyers and 30.9 percent used coupons in 1984. In 1984, radio and television were used by 30.6 percent and 30.5 percent respectively.

One of the interesting results in Table 8 is that companies in the 75th percentile of average gross margin as well as linear feet of both fresh and frozen seafood put more effort into outside advertising than those in the bottom percentile (newspaper, radio, television and coupons). For example, over 81 percent of those in the 75th percentile for average gross margin used radio advertising and 84 percent used television advertising. This compares with just over 46 percent and 37 percent respectively for those in the 25th percentile. Similar differences are found in the fresh and frozen linear feet categories.

On the other hand, those companies in the 25th percentile employed point-of-purchase videos quite a bit more than those in the top percentile. This mode of advertising was found in only 10 percent of stores in the top gross margin category compared with almost double those in the bottom percentile. When looking at linear feet of seafood, the contrast is even more striking, 9.4 percent of those in the top percentile of fresh seafood utilized this technique compared with 48.3 percent of those in the bottom. Both groups were about equal in the in-store advertising category.

TABLE 8
TYPES OF ADVERTISING

	TOTAL %	GROSS MARGIN PERCENTILES 75th	GROSS MARGIN PERCENTILES 25th	FRESH LINEAR FEET PERCENTILES 75th	FRESH LINEAR FEET PERCENTILES 25th	FROZEN LINEAR FEET PERCENTILES 75th	FROZEN LINEAR FEET PERCENTILES 25th
IN-STORE ADVERTISING	94.0%	92.9%	94.5%	92.3%	91.3%	94.4%	93.7%
NEWSPAPER	90.8	97.0	80.8	86.9	79.5	97.9	85.3
MAILER/FLYER	80.3	82.5	70.3	80.3	44.6	84.9	69.0
COUPONS	55.3	79.3	10.6	36.9	19.1	40.5	57.5
RADIO	54.3	81.8	46.3	69.4	19.4	88.9	20.4
TELEVISION	50.9	84.0	37.0	56.0	25.5	45.9	42.2
POINT-OF-PURCHASE VIDEO	26.4	10.0	19.5	9.4	48.3	14.5	45.3

Survey participants were asked about cross merchandising practices — different items sold to customers to help them prepare their seafood. Table 9 indicates that the most popular ones were seasonings, sold by 92.6 percent of responding stores, and breadings by 89.6 percent of stores. Cookbooks were also important for 60.3 percent of the respondents. Other less popular items were sauces and lemon products. Those companies with higher gross margins seemed to favor cookbooks. Around three-quarters of the respondents in the 75th percentile of average gross margins said that cookbooks were available in their stores. This might indicate that seafood cookbooks are available in more up-scale stores.

TABLE 9
ITEMS SOLD IN THE SEAFOOD DEPARTMENT TO HELP CUSTOMERS

Seasoning	Breading	Cookbooks	Sauces	Lemon/Lemon Juice	All Others
92.6%	89.6%	60.3%	3.6%	1.3%	13.6%

Almost one-third of the participants (62.0 percent) said that the sale of these products was credited to the seafood department (Table 10). A higher percentage of stores in the 75th percentile of average gross margin had these items credited to the department.

TABLE 10

SALES CREDITED TO SEAFOOD DEPARTMENT

	GROSS MARGIN — ALL PERCENTILES		GROSS MARGIN — SELF SERVICE PERCENTILES		GROSS MARGIN — FULL SERVICE PERCENTILES	
TOTAL	75th	25th	75th	25th	75th	25th
62.0	90.6%	11.0%	89.6%	57.3%	78.9%	38.4%

Respondents were asked to list their three most effective merchandising techniques in rank order. Qualified and trained personnel rated number one (Table 11). An interesting parallel is found in FMI's *Trends — Consumer Attitudes and the Supermarket, 1987,* in which 93 percent of shoppers studied said that courteous, friendly employees rated very or somewhat important in their choice of a store. Displays/mass displays was number two, followed by in-store promotions. Sampling/in-store testing, variety, and newspaper ads were rate fourth through sixth. According to *Trends,* 96 percent of shoppers surveyed said that good variety or wide selection was very or somewhat important. In addition, the *Trends* study also found that 72 percent of shoppers reported that specialty sections like a deli, bakery, or *fresh fish* were very or somewhat important in their choice of a store.

Table 11

EFFECTIVE MERCHANDISING METHODS

Qualified/Trained Personnel	30.1%	Newspaper	21.5%
Displays/Mass Display	28.9%	Cooking Demos/Demos	17.2%
In-Store Promotions	23.6%	Recipes/Recipe Cards/Cookbooks	9.5%
Sampling/In-Store Tasting	22.9%	Direct/Verbal Selling	7.4%
Variety	22.4%	Point of Purchase/Point of Sale	7.2%

An important aspect of merchandising is the type of case in which the product is presented. Standard cases were used for self service seafood in over half the stores surveyed (55.3 percent). Ice and refrigeration were used by 19.9 percent and European cases by only 0.9 percent.

Presentation was quite different in full service seafood departments. Standard cases were employed by 38.3 percent of responding stores, European style cases by 43.7 percent, ice and refrigeration by 67.5 percent and ice only by 16.0 percent. Use of European style cases is becoming more frequent in American supermarkets. In the *Food Marketing Industry Speaks, 1987* report, 63.8 percent of companies surveyed said they were using European style cases as part of their store remodeling efforts.

SECTION III
TRAINING

As mentioned in the preceding section, qualified and trained personnel were rated as the most effective merchandising technique by the largest number of respondents. Companies are working hard to train their seafood employees in-house and by sending them to seminars, bringing in specialists, and even sending them to school. Of the stores participating in this survey, 82.8 percent said they offered special training for employees handling seafood. A company typically offered 20 hours of training for new seafood employees. Table 12 shows that 40.1 percent of the stores surveyed offered 26 or more hours of seafood training, while another 29.7 percent said they offered 16 to 20 hours.

Eight hours of training were typically provided for experienced seafood employees. Just over one-quarter of stores participating offer six to ten hours and another 16.1 percent offer 11-15 hours. Only 8.5 percent offered 26 or more hours of continued training.

TABLE 12
TYPICAL HOURS OF TRAINING

	NEW EMPLOYEES		EXPERIENCED EMPLOYEES	
OVERALL	NUMBER OF STORES 8,013	20 hours PERCENTAGE	NUMBER OF STORES 8,013	8.0 hours PERCENTAGE
1-5 HOURS	100	1.2%	104	1.3%
6-10 HOURS	118	1.5	2,037	25.4
11-15 HOURS	13	0.2	1,291	16.1
16-20 HOURS	2,377	29.7	1,033	12.9
21-25 HOURS	89	1.1	152	1.9
26 HOURS OR MORE	3,216	40.1	679	8.5

The most popular type of training, videos, was used by 85.2 percent of stores surveyed (Table 13). Another 69.0 percent said they used seminars and 66.9 percent had self-training manuals or other prepared written material. When broken down by average gross margin, the difference between the 75th and 25th percentiles for self-training was striking. Only 19.7 percent of stores in the 75th percentile said they employed that method, while 87.8 percent of those in the bottom half did so.

Training described as "hands-on" or "on-the-job" was used by 41.3 percent of stores surveyed overall. Again, there is a notable difference in the 75th and 25th percentiles of average gross margin. Over 85 percent of stores in the 75th percentile utilized this method as opposed to about one-quarter of those in the 25th percentile. The same thing is true for certification programs, implemented in 28.4 percent of stores overall. However, just about 70 percent of the stores in the 75th percentile of gross margin did so, as compared with only 9.2 percent of those in the 25th percentile.

When looking at linear feet of seafood, it was found that over 92 percent of the stores in the 75th percentile of both fresh and frozen linear feet used video training compared with only 49.1 percent and 57.3 percent respectively in the 25th percentile. A similar trend was exhibited for on-the-job/hands-on training. Over 96 percent of stores in the 75th percentile of linear feet of both fresh and frozen seafood employed this type of training, while less than 70 percent of those in the 25th percentile did so.

TABLE 13
TYPES OF TRAINING

TYPE	TOTAL %	GROSS MARGIN PERCENTILES 75th	25th
VIDEOS	85.2%	89.2%	85.9%
SEMINARS	69.0	96.5	39.1
SELF-TRAINING MANUALS	66.9	19.7	87.8
ON-THE-JOB TRAINING	41.3	85.3	25.2
CERTIFICATION PROGRAMS	28.4	69.6	9.2

SECTION IV
SANITATION

According to Table 14, it took an average 2.5 hours to set a full service case beginning with an empty one. Almost 50 percent of the stores surveyed said it took two hours. The ice in a seafood case was completely changed once a week by 40.6 percent of the stores surveyed. Another 22.3 percent said they changed it three or more times a week, while only 6.1 percent said it was done twice a week (Table 15).

A seafood case was completely sanitized an average of 2.1 times per week. As shown in Table 16, just over 58 percent of the stores surveyed completely sanitized the case once a week. Interestingly, 8.5 percent indicated sanitizing their cases seven times per week.

TABLE 14
HOURS TO SET FULL CASE

FREQUENCY	NUMBER OF STORES	NUMBER OF HOURS
OVERALL	**9,683**	**2.5 hours**
1 HOUR	556	5.7%
2 HOURS	4,778	49.3
3 HOURS	2,482	25.6
4 HOURS	1,387	14.3
5 HOURS	196	2.0

TABLE 15
FREQUENCY OF COMPLETE ICE CHANGE

TIMES/WEEK	TOTAL NUMBER	PERCENTAGE
ONCE	3,930	40.6%
TWICE	595	6.1
THREE TIMES	2,157	22.3

TABLE 16
FREQUENCY OF COMPLETELY SANITIZING CASE

TIMES/WEEK	TOTAL NUMBER	
OVERALL	**9,683**	2.1 times/week
ONCE	5,633	58.2%
TWICE	875	9.0
THREE TIMES	1,386	14.3
FIVE TIMES	515	5.3
SIX TIMES	113	1.2
SEVEN TIMES	821	8.5

An important way of securing customer confidence in the integrity of seafood is putting some type of date on the product, or open dating. As shown in Table 17, the most popular type of open dating practice used in seafood departments in 1986 was "sell-by date," indicated by 87.8 percent of companies surveyed, compared with 62.9 percent in 1984. A major change from the 1984 study is the use of the pack date as an open dating practice. This method was found in 51.5 percent of companies surveyed in 1986, but by only 5.3 percent in 1984. Of those companies in the 75th percentile of gross margin, 73.6 percent used pack dates, compared with 13.2 percent of those in the 25th percentile. The pack date is the actual date that the product was packed by the manufacturer. The manufacturer guarantees the retailer a certain shelf life beyond the pack date. The expiration date was used by 9.0 percent of companies in 1986, compared with 9.7 percent in 1984. Time and temperature indicators were used by 20.4 percent in 1986, compared with only 1.6 percent in 1984. This practice was used by 65.7 percent of those companies in the 75th percentile of gross margin but by only 0.6 percent of those in the 25th percentile.

TABLE 17
OPEN DATING PRACTICES

PRACTICE	NUMBER OF STORES	PERCENT	PERCENTILE 75th	PERCENTILE 25th
SELL BY DATE	8,501	87.8%	89.7%	81.7%
PACK DATE	4,989	51.5	73.6	13.2
EXPIRATION DATE	869	9.0	7.3	10.1
BETTER IF USED BY DATE	576	5.9	14.3	4.3
TIME/TEMP. INDICATOR	1,971	20.4	65.7	0.6
DO NOT OPEN DATE	321	3.3	6.6	3.0

SECTION V
FUTURE TRENDS IN SEAFOOD

According to the stores participating in this seafood study, the item with the fastest increase in sales in 1986 was shrimp products, indicated by 51.3 percent of stores (Table 16). Salmon was in second place, followed by catfish, an example of what was once considered a southern dish now achieving nationwide popularity. Surimi and snapper were in fourth and fifth place. Of those stores in the 75th percentile of gross margin, 82.2 percent said shrimp was one of their fastest selling items in 1986, as did 70.3 percent of those stores in the 25th percentile. Salmon was also favored by comparatively more of those stores in the 75th percentile of gross margin, with 74.5 percent, versus only 22.3 percent of those in the 25th percentile.

TABLE 18
FASTEST SELLING SEAFOOD ITEMS

ITEM	NUMBER OF STORES	PERCENT	GROSS MARGIN PERCENTILES 75th	25th
SHRIMP/FRESH SHRIMP	4,964	51.3%	82.2%	70.3%
SALMON	4,080	42.1	74.5	22.3
CATFISH	2,293	23.7	8.4	18.3
SNAPPER	1,586	16.4	1.6	40.2

Seafood departments were asked what they considered to be the two major retail trends related to seafood over the next few years. Over 40 percent said that greater variety and expanded sales of lesser known species was a top issue. A full service seafood department was mentioned by 21.9 percent and ready-to-eat products by 16.1 percent.

Fully or partially prepared foods are a major issue in the supermarket industry as a whole. According the *Food Marketing Industry Speaks, 1987* report, 62.6 percent of stores surveyed are now offering prepared foods. It is expected that 67.3 percent of stores will be offering these products by December of 1987, and 79.4 percent by December of 1989. Almost one-quarter of the participants in the *Speaks* study listed seafood entrees as a popular ready-to-eat meal.

TABLE 19

RETAIL TRENDS IN SEAFOOD OVER THE NEXT FEW YEARS

TREND	TOTAL NUMBER	PERCENT
GREATER VARIETY OF LESSER KNOWN SPECIES	3,907	40.3%
FULL SERVICE SEAFOOD DEPARTMENT	2,118	21.9
READY TO EAT/PREPARED OVEN-READY PRODUCTS	1,555	16.1
INCREASED FARMED PRODUCTS	1,224	12.6
FASTER/MORE CONVENIENCE PRODUCTS	1,151	11.9

METHODOLOGY

The 1987 FMI Retail Seafood Department survey was mailed to seafood personnel in supermarket companies throughout the United States and Canada. The responses received represent over 9,600 stores. All data reported are for 1986. The reader should note that survey participants represent those companies with active seafood departments.

Except where noted, all figures are medians. A median represents the halfway or middle figure when all figures are listed from smallest to largest. When the term average is used, it indicates mean figures.

Seafood departments were also surveyed as a part of the *Food Marketing Industry Speaks, 1985* report and represent data for the 1984 calender year.

SEAFOOD VIDEO TRAINING PROGRAMS

SERVICE SEAFOOD: FOCUS ON SELLING

One key factor is addressed in this tape—the customer's lack of knowledge about fish. Your personnel can be recognized as "experts" by your customers when they learn the five key skills of successful selling presented in this video. It provides the techniques your employees need to increase sales and gain loyal customers. (Instructor's Guide Included.)

SHELLFISH SANITATION

Shellfish identification, sanitation, handling and merchandising is the focus of this video tape. The program includes information about how the government and the private sector work together to prevent contamination and assure proper sanitation. Learn how to identify different species of shellfish, how and where harvesting takes place, and nutrition, serving and preparation information.

MANAGING THE FULL SERVICE FRESH SEAFOOD COUNTER

Become the preferred source for quality seafood by following step-by-step techniques for setting up the full service seafood case shown in this video. Focus on display cases, refrigeration equipment, pans, lighting, ice methods, and appearance of the seafood department. The video emphasizes the increase in consumer demands and the seafood department's need to meet them with quality service.

HANDLING AND EVALUATING FRESH SEAFOOD QUALITY

This training tape is designed for supermarket seafood buyers and handlers who must use touch, sight and smell to assess seafood quality before presenting it to the customer. Using graphic close-ups of both fresh and spoiled seafood, it identifies methods of determining quality and stresses proper handling techniques. The program covers freshness features of all kinds of seafood, including fish, lobsters, crabs and bivalves such as oysters.

SEAFOOD HANDLING AND EVALUATION

Demonstrating how to use effective, proper sanitation methods to protect the quality of seafood is the focus of this video. It features procedures for receiving and storing major market forms of seafood, i.e., fresh, frozen, smoked and canned. Methods of evaluating the physical condition of seafood and effective temperature control to prevent product deterioration are included.

MANAGING THE SELF SERVICE FRESH SEAFOOD COUNTER

This tape highlights the self service section of your supermarket department and all aspects of merchandising fresh seafood. Included are tips on enhancing customer awareness of seafood, improving operations, determining product quality and freshness, and displaying the products that fit your customers' lifestyles.

NEW TO THE FMI VIDEO LIBRARY

IS WHAT YOU ORDER WHAT YOU GET?—SEAFOOD INTEGRITY

A program designed to assist you in critically assessing your seafood order: Has the product been chemically enhanced? Are there any substitutions? Learn how to: recognize fresh vs. previously frozen seafood, determine shrink rate, reduce waste, and identify product deterioration. Follow process from delivery to sale and benefit from FDA regulations explained in this tape. (Instructor's Guide Included.)

"SIMPLY SEAFOOD" POINT-OF-PURCHASE VIDEOS

Capture customer interest! Current in-store experiments show that you can increase sales up to 300% on items advertised via video! These 60- to 90-second programs show your customers how to use the product, highlight its nutritional value and give meal planning ideas. This is one marketing tool you won't want to miss. Recipe cards included. Topics by tape are:

TAPE I	TAPE II	TAPE III	TAPE IV
General Cooking	General Cooking	Freshness	Recipe Substitutions
Stir-Fry	Microwaving	Kebobbing	Broiling
Eliminating Odors	Cooking Frozen Fish	Eliminating Odors	Eliminating Odors
Poaching	Baking	Frying	Stews
Sauce	Sauce	Grilling	Freshness
	Recipe Substitutions	Steaming	Cold Salads

SEAFOOD VIDEO TRAINING PROGRAMS

Tape 1:	Service Seafood: Focus on Selling [2-6]	Number of tapes _____
Tape 2:	Handling and Evaluating Fresh Seafood Quality [3-4]	Number of tapes _____
Tape 3:	Shellfish Sanitation [5-7]	Number of tapes _____
Tape 4:	Seafood Handling and Evaluation [5-4]	Number of tapes _____
Tape 5:	Managing the Full Service Fresh Seafood Counter [3-2]	Number of tapes _____
Tape 6:	Managing the Self Service Fresh Seafood Counter [3-3]	Number of tapes _____
Tape 7:	Is What You Order What You Get?—Seafood Integrity [6-5]	Number of tapes _____
Tape 8:	"Simply Seafood"—Tape I (General Cooking, Stir Fry, Eliminating Odors, Poaching, Sauce) [5-8A]	Number of tapes _____
Tape 9:	"Simply Seafood"—Tape II (Freshness, Kebobbing, Eliminating Odors, Frying, Grilling, Steaming) [5-8B]	Number of tapes _____
Tape 10:	"Simply Seafood"—Tape III (General Cooking, Microwaving, Cooking Frozen Fish, Baking, Sauce, Recipe Substitutions) [5-8C]	Number of tapes _____
Tape 11:	"Simply Seafood"—Tape IV (Recipe Substitutions, Broiling, Eliminating Odors, Stews, Freshness, Cold Salads) [5-8D]	Number of tapes _____

FMI MEMBER COST: $50.00 each for 1-4 tapes.
$35.00 each for 5 or more of the **same** tape.
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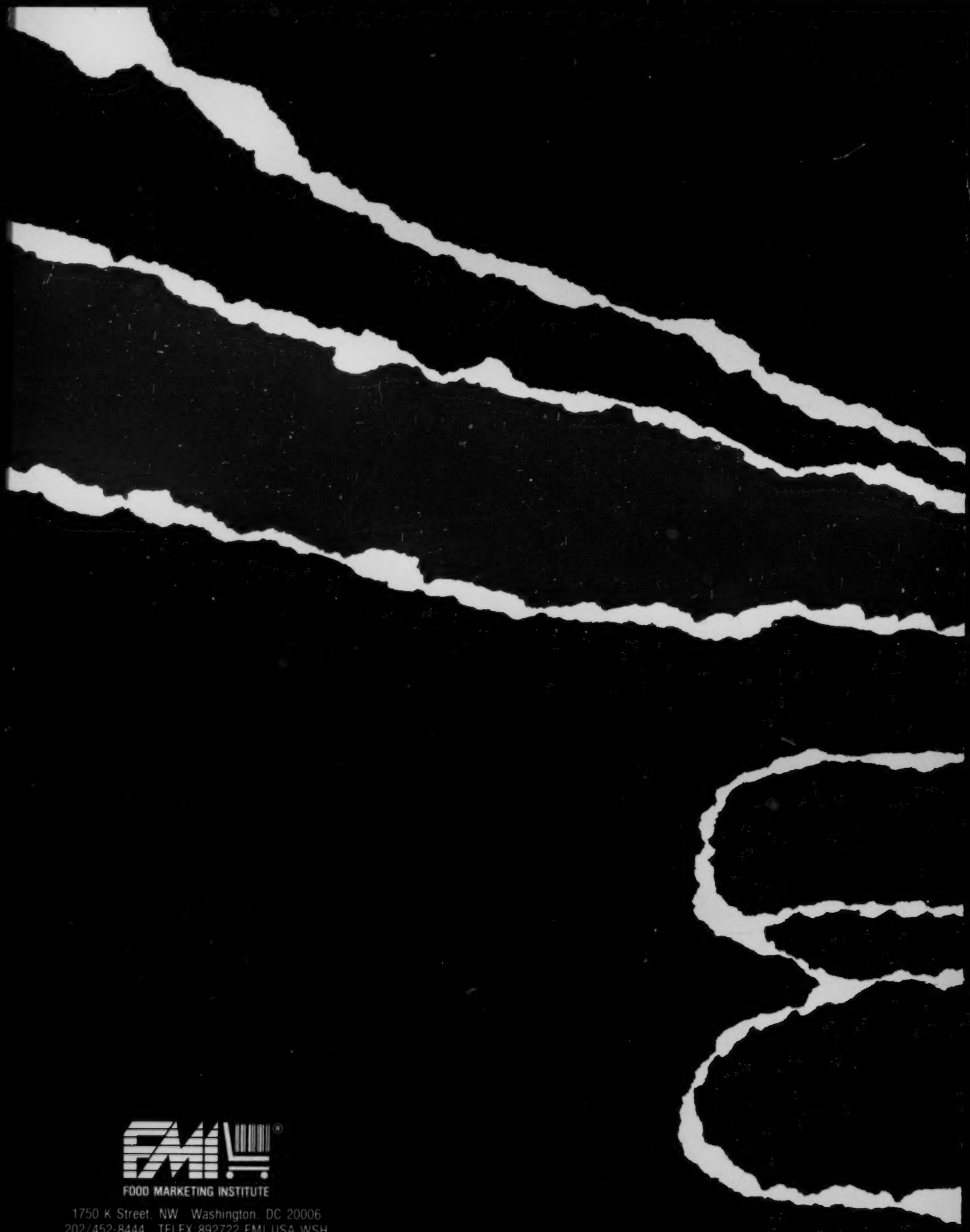

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